Note for Robinson, Yvette

From: Ferrin, Robert

Date: Tue, Jan 30, 1996 7:13 PM

Subject: Creative Brief

To: Robinson, Yvette

Cc: Moore, Edna

Yvette,

Do we need to say anything about a logo? I thought we were going to use the "Club Benson & Hedges" logo already developed. The first and second points under "Objectives" are redundant. I would lose the first point. I would add "stylish/classy/aspirational" to the third point.

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